

Step 1: RESPOND

□ Don't just toss or recycle your junk mail, check it and separate it into two categories:

UNWANTED: Almost every advertisement comes with a free, postage-paid reply card or order blank that already has your name on it. With a big, bold pen, write this message where they can't miss it: *"take my name off your mailing list."*

WANTED: On the reply card or order blank, write: *"keep my name on your mailing list, but don't rent it"* or *"reduce the number of mailings you send me."*

If you get duplicates, send all the mailing labels together with: *"stop duplicates and merge these labels."*

Send these back in the mailer's postage-paid envelope. You may have to put a stamp on a few, but it's worth it to keep the garbage out of your mailbox.

□ In some cases, you can call the sender's toll-free 800 number to make the request.

□ It takes 6 to 8 weeks for the mail to stop, so keep a list of the senders you've contacted. Monitor your progress by checking fresh mail against this list.

Step 2: PREVENT

□ Whenever you give out your name and address to a publication, store or organization, you are providing information that can be used to solicit you to purchase additional products or

services. You could be added to new mailing lists unless you tell them otherwise. Sometimes, there is a *"no name rental"* box to check on their order form, but usually, you have to state it each time you give it to a new organization.

□ If you make your middle name *"no mailing lists,"* they can't miss your request.

□ You can follow these same steps to reduce unwanted advertisements at work, too.

To know more about the charities who have been soliciting you, contact the National Charities Information Bureau at 19 Union Square West, 6th Floor, New York NY 10003. Ask for their sample copy of their Wise Giving Guide.

Step 3: REDUCE

□ To opt-out of direct mail marketing and/or telemarketing from many national companies use the address below:

Mail Preference Service
Direct Marketing Association
Post Office Box 282
Carmel NY 10512

Telephone Preference Service
Direct Marketing Association
Post Office Box 282
Carmel NY 10512

□ To do a really thorough job, send a postcard to other major mailing companies and request that your name(s) be removed from their mailing lists:

- Director of List Maintenance
Advo Inc.
239 West Service Road
Hartford CT 06120-1280
- American Direct Mail Partners
5801 East 41st Street Suite 30
Tulsa OK 74135-5601
- D&B
Customer Service
899 Eaton Avenue
Bethlehem PA 18025
www.wasteless.org/7_2_6_5reducejunk.htm
- List Maintenance
Harte Hanks Direct Marketing
100 Alco Place
Baltimore MD 21227-2090
- Mary Hickey
Direct Media, Inc.
200 Pemberwick Road
Greenwich CT 06830
Phone: 203-532-1000
FAX: 203-531-1452
- Database Operations
Donnelley Marketing
416 South Bell Avenue
Ames IA 50010-3502
Phone: 515-956-8000
- List Order Services
National Demographics/Lifestyle
1621 18th Street Suite 300
Denver CO 80202-1294

- List Services Division
R. L. Polk and Company
26955 Northwestern Highway
Southfield MI 48034
Phone: 800-464-7655 Ext. 6660 or
248-728-6660
- Money Mailer
14271 Corporate Drive
Garden Grove CA 92643-4994

□ To block your credit information from credit card companies seeking to pre-approve you for a card, contact the following top three credit unions:

- Experian 1-888-397-3742
(Corporate HQ)
475 Anton Blvd.
Costa Mesa CA 92626
Phone: 714-830-7000
955 American Lane
Schaumburg IL 60173
Phone: 814-517-5600
www.experian.com
- Equifax Inc.
1550 Peachtree Street
Atlanta GA 30309
Phone: 800-685-1111
www.equifax.com
- TransUnion LLC
Name Removal Option
Post Office Box 97328
Jackson MS 39288-7328
Phone: 800-916-8800
www.transunion.com

Step 4: COMPOST

□ Shred junk mail thoroughly, pour in some stale beer or soda, then mix with wood chips, chopped vegetable matter and animal manure. Wait about three or four months, then feed it to your tomato plants.

We get so many catalogs, sweepstakes and donation letters that it averages 1.5 trees' worth of paper for each American household each year. Add on the resources used in the ink and glues; the huge amounts of energy used to produce paper (more than to make glass or steel) and the fact that only a small percentage gets recycled - you can add up ad mail's impact on the environment. Don't just throw it out! Make a real difference by reducing the amount sent to your mailbox.

□ National Fraud Information Center: To report a suspected fraudulent telemarketer or to check on one: 1-800-876-7060.

Montgomery County, Maryland
Department of Public Works and Transportation
Division of Solid Waste Services
Recycling Volunteer Program
101 Monroe Street 6th Floor
Rockville MD 20850-2589
240-777-6445, Fax 240-777-6465 TTY 240-777-6442
www.montgomerycountymd.gov/solidwaste
e-mail: recycle@montgomerycountymd.gov

This information is available in an alternate format by calling the Division of Solid Waste Services at 240-777-6400.

1/05

Guide to Reducing Unwanted Mail

Steps:

1. RESPOND
2. PREVENT
3. REDUCE
4. COMPOST

